



Salesmastery Shahin

The Newsletter of Salesmastery Toastmasters Club 6178
Published Monthly



Premier Issue

March 2006

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- President and Treasurer
Peter Bunce, DTM, ATM-S
- Vice President Education
Ron Coyne, DTM
- Vice President Membership
Mike Rocco
- Vice President Public Relations
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From Guest To Member

by Peter Bunce, DTM, ATM-S

A prospect received an invitation to our club meeting or somehow found out when and where it would take place. The prospect becomes a guest after arriving at our meeting. Great! Treat the guest like a celebrity. Prior to the meeting, tell the guest, "Give us the honor of signing our guest book." Be sure the guest also includes contact information. Provide the guest with an adhesive name badge and introduce our club members to the guest. Make the guest feel welcome and at home.

Acknowledge and introduce the guest at the start of the meeting. Put on a good show! Conduct a professional meeting. When monitors are introduced, make sure they explain what they do and why they do it. Do not keep meeting roles a mystery to our guest. The guest should expect quality table topics questions, manual speeches, and on-target evaluations. Start and end all the meetings on time.

Before the meeting ends, invite the guest to comment. If the guest had positive comments about the club, offer a membership application (Form 400) when the meeting concludes. Ask the guest, "Would you like to join our club?" Explain how to complete the application and keep a month-by-month table of the cost to join. Inform the guest of the total cost to join, including the new member fee. It usually is unnecessary to break down the cost item by item, and it is suggested that you do so only if the guest expresses the wish for you to do so.

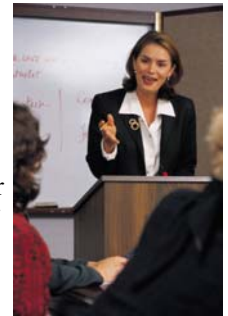
The guest is now an applicant. After the applicant has completed writing in all the requested information on the membership application, instruct the applicant to read the Member's Agreement and Release and the Toastmaster's Promise. Say, "When you sign your application, you consent to the Member's Agreement and Release and agree to uphold the Toastmaster's Promise." Ask the

applicant for a check or payment in U.S. currency; too many of us neglect or fail to do that, and it is a grave mistake. The individual visited our club with the intention of getting involved with our club and Toastmasters International.

If the applicant can pay all membership costs, forward the payment to the club's treasurer and ask the secretary or treasurer to submit the application either on-line or by mail. Furnish the applicant with a copy of Project 1, "The Ice Breaker" and schedule the first speech. If the applicant brought no checkbook or cash, invite the applicant to the next meeting and suggest becoming a member.

At the next meeting, ask the applicant to read the Toastmaster's Promise. Escort the applicant out of the meeting room and have the members vote on whether to approve the membership application. If the application is accepted, have one of the club's officers (President or Vice President Membership) induct the new member into the club. The Vice President Education should appoint a mentor or buddy to acquaint the new member with Toastmasters International's educational program.

Adding new members to our club is very important to the success of our Toastmasters club. Toastmasters International holds a membership-building program in February and March called "Talk Up Toastmasters." Two goals from the Distinguished Club Program are (#7) add 4 new members and (#8) add 4 more new members. Keep repeating these steps, and you will not only have more new members in your club, but you will also help our club become distinguished.



Earn Your Competent Leader By June 30

by Peter Bunce, DTM, ATM-S

You have earned your Competent Toastmaster award and served a full term as a club officer. Great! Now it is time to become a Competent Leader. Toastmasters International created the CL award in 1998 to recognize members who have held club leadership positions. Earning the CL award is an important part of Toastmasters' Distinguished Club Program. Goals 5 and 6 in the DCP are one CL, Advanced Leader, or Distinguished Toastmaster and one more CL, Advanced Leader, or Distinguished Toastmaster.

Compared to the other goals in the DCP, this is the easiest to achieve. To become a CL, a member must have (1) received the CTM award; (2) served a full term as a club officer (President, Vice President Education, Membership, or Public Relations, Secretary, Treasurer, or Sergeant At Arms) and participated in the preparation of a Club Success Plan; (3) participated in officer training as a club officer; and (4) conducted any two programs from *The Successful Club Series* or *The Leadership Excellence Series*. When you complete and sign the CL application, Toastmasters International will send you a certificate and, if you desire, a letter of commendation to your employer.

Since Toastmasters is a self-paced program for members to excel in communication and leadership development, earning the Competent Leader award shows that you are a highly motivated individual with leadership potential. But what does it

mean to your club? Completing this goal is the equivalent of (a) two members delivering ten speeches each to earn 2 CTMs; (b) one member completing two Advanced Communication and Leadership Programs for the ATM-B; or (c) finding 4 new members for your club.

Earning the CL requires that you attend officer training, and the DCP includes a goal that at least 4 club officers attend training twice annually. Learning everything you can about your duties as a club officer is crucial for helping your club become a success. I remember attending training for the first time just five days after the Northridge Earthquake in 1994. I was my club's Sergeant At Arms, and the training had a tremendous impact on me. The trainers I have met have always been outstanding, and the time you will spend with them learning your responsibilities will be worthwhile.

Your development as a leader in Toastmasters starts with earning the Competent Leader award, but it does not end there. There is much more to enrich you if you choose to follow TI's leadership track. You practice dealing with difficult people, resolving conflicts, delegating authority, and many other vital leadership skills. The requirements for the CL award are within your reach. Earning it will help your club become a success. But most important is how the experience of earning this award can elevate you. Make one of your goals this year to become a Competent Leader!

Salesmastery's Achievers

by Peter Bunce, DTM, ATM-S

Since the start of July 2006, Salesmastery 6178's members have contributed many educational awards to District 52. These include the Competent Toastmaster award (CTM), the Advanced Toastmaster award, the Advanced Leader award (AL), and the Distinguished Toastmaster award (DTM).

Former Club President **Charlotte Laws** completed her tenth speech from the *Advanced Communication and Leadership Program* and sent in her ATM-Bronze application in July 2005. Charlotte completed her CTM earlier in 2005.

Ron Coyne delivered his tenth speech in the *Communication and Leadership Program* in August 2005. He received the CTM award in September 2005.

Ron also earned the ATM-G award in July 2005. He received his award certificate in August 2005. The Advanced Toastmaster Gold award is Toastmasters International's highest educational achievement for the demonstration of communication skills.

Ron earned the Advanced Leader award in September 2006 and



became a Distinguished Toastmaster in October 2005. The Advanced Leader highest educational achievement for excellence in leadership.

Peter Bunce earned another Competent Toastmaster award for Salesmastery Club 6178. Peter received his CTM in September 2005. To date, our club has earned two CTMs, meeting one of the goals of two CTMs for Toastmasters International's Distinguished Club Program.

Peter also received his second DTM award in February 2006. Peter served as District 52's Public Relations Officer 2004 – 2005 and mentored Spectrolab Toastmasters Club 810995 in Sylmar, CA, for six months. In addition, he had earned the Competent Leader, Leadership Excellence award, ATM-G, and Advanced Leader to qualify for the DTM award.

With Ron's AL and Peter's DTM, our club has met the Distinguished Club Program's goal of two leadership awards for the year (CLs, ALs, or DTMs). But there's no need to stop there. Our members are encouraged to complete their CL before June 30, 2006. Please see the article titled "Earn Your Competent Leader By June 30" on this page.

It is hoped that two members will complete the requirements for their Competent Toastmaster award before June 30. This will help make our club Distinguished or Select Distinguished!

The Premier Issue of *Salesmastery Shahin*



Welcome to the premier issue of *Salesmastery Shahin*! It is both a newsletter and bulletin for Salesmastery Toastmasters Club 6178, an affiliated club of Toastmasters International.

The newsletter is for educational and club promotional purposes only and may not be used for marketing anything outside the scope of the mission of Toastmasters International or the Toastmasters club.

What is a Shahin? According to *Webster's New World Dictionary of the English Language*, Second Edition (1935), it is "An Indian falcon (*Falco peregrinator*) related to the peregrine falcon but having the under parts of a plain, unbarred ferruginous color. It is used in falconry." In short, the shahin is a domesticated bird with the eyes of a hawk. It is loyal to its owner, who uses the bird's keen sense of vision to spot

prey in a wide area.

The mission of Toastmasters International is to make effective oral communication a worldwide reality. The mission of the Toastmasters club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

The missions of our global organization and our club are very broad. The objective of *Salesmastery Shahin* is consistent with both because it aims to direct the vision of our club members to the opportunities available to them through our club and organization.

Whether you are seeking personal or professional development, or even some combination of both, the goal of this publication is to help club members find their way through Toastmasters International's programs. — *The Publisher*

Developing Your Full Potential

by Peter Bunce, DTM, ATM-S

The following words, written by William James (1842-1910), the leader of the philosophical movement called pragmatism, have stuck with me for many years. Dr. James wrote, "Compared with what we ought to be, we are only half awake. We are making use of only a small part of our physical and mental resources. Stating the thing broadly, human individuals thus live far within their limits. They possess powers of various sorts which they habitually fail to use."

This hit home in 1993. I returned to the United States after having lived and worked in Japan's countryside for seven years. I discovered that my fluency in English, my mother tongue, had eroded. I could no longer express myself effectively. Then I joined a Toastmasters club and gradually improved my speaking ability. The experience demonstrated that old rhyming maxim: "Use it or lose it."

How can we, as Toastmasters, develop our full potential? Certainly, as club members, we have taken the first small step toward self-improvement by joining a club. The reasons we join are as many as there are members in our organization, but I have found that there are two main reasons: (1) we are ambitious; and (2) we are dissatisfied. After we join, the next step is to get involved with the meeting programs. We develop better listening skills by serving as ah-counter or grammarian. We practice time-management skills by being the timer. We demonstrate critical-thinking skills as speech evaluators. We improve our speaking skills during Table Topics and by delivering manual speeches. This is where it starts, but it doesn't end there.

Completing all ten projects in the Communication and Leadership Program is an important milestone. We earn the Competent Toastmaster (CTM) award by achieving each project's objectives step-by-step. It requires more than just going through the motions of delivering a speech; each project must be started with the purpose and objectives in mind. That demands study of the C & L Program, preparation, practice, and a review of the project's presentation. Members who neglect these cheat the program, cheat Toastmasters, cheat their club, and worst of all, cheat themselves. If our aim is to develop our full potential, then we must demand of ourselves our best effort.

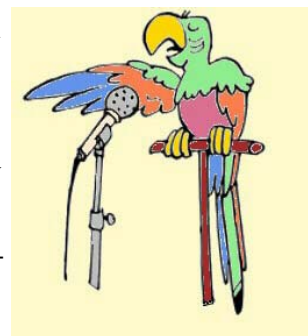
After earning my CTM, I felt ready to start delivering projects

from Advanced Communication and Leadership Programs. What I discovered is that although I had practiced all the basic skills once through the C & L Program, I frequently received comments from my evaluators such as, "Your voice lacked the variety I had expected from someone at your level of development," or "Your presentation could have benefited from effective and timely gestures." It was still

time for me to move ahead in my progress toward my next educational achievement, but it was also necessary to stay focused on the fundamentals. I decided to repeat the C & L Program projects and alternate them with my Advanced C& L Program presentations. This allowed me to practice the specialized skills in the latter while staying grounded in the vital skills of the former.

I have worked through many levels of Toastmasters programs, and they have taught me much. Another important way to develop our full potential is to pass on what we have learned to others. I would argue that a member is more of a CTM after helping another member become a CTM; that member is more of an Advanced Toastmaster Bronze after helping another member become an ATM-B. And so on. In the words of Benjamin Franklin, "When we are good to others, we are best to ourselves." I helped another Toastmaster friend of mine earn his Distinguished Toastmaster award a short time ago. I really feel like a DTM now and just sent in the application for my second DTM!

Either we work toward developing our full potential, or life is little more than an elaborate form of sleepwalking. What we do in Toastmasters and how we do it is important. It is vital for each of us to remind ourselves why we became members. Whether it was because of ambition, dissatisfaction, or some other reason, we can use that to fuel our journey toward reaching our full potential. Toastmasters International drives home this point in its pamphlet, "Find Your Voice" (Item 99): "Your potential is limited only by how many excuses you have." I hope to see all of you at the top!



Good News Page

Welcome New Members!

Seven new members have joined Salesmastery Toastmasters since December 2006. They have brought much excitement to our meetings.

Mike Rocco and Aaron Galuppo joined in December 2005. Mike works for Countrywide Home loans and has given a speech about developing joint ventures. Aaron is the proprietor of a mortgage brokerage firm. Aaron has presented a speech about how to own your own home free and clear.

David Webb joined us in January 2006. David is an agency producer for Farmer's Insurance in Los Angeles.

Two more new members joined in February 2006. Heather Hoffman is from Maryland and moved to Los Angeles to establish a retail apparel busi-

ness. She decided to put aside her ambitions for now and spend some time earning her Master's of Business Administration at Pepperdine University.

Flavia Gibin Villela joined the same date as Heather. Flavia's mother tongue

*Our new members constitute
a very important part of our
Toastmasters Club!*

is Portuguese and not English. Yet despite the language barrier, Flavia is already beginning to display leadership potential. Please see her article, "My Ice Breaker Experience", on page 5 of this issue.

Two more members joined the first meeting in March 2006, and our members are eager to learn more about them. They are Mr. Sha'kel Powell and Ms. Pari Bahrami, also called Ms. Pari Jahan. Sha'kel shows promise of becoming one of the rising stars in Salesmastery 6178. Pari is from Iran and has already shown leadership potential by having attended club officer training.

A very warm welcome to all our new members!



Speech, Speech!

Compiled from Meeting Minutes

February 23, 2006

Ron Coyne, DTM, was the Table Topics Master. He asked questions about motion pictures filmed at the Sherman Oaks Galleria. He also asked questions about relationships, attitudes, surprise parties, and learning a foreign language.

Our first speaker was Ms. Flavia Gibin Villela, who gave her first speech at our club, The Ice Breaker. Flavia was born in Sao Paulo, Brazil, and was

raised by two professionals. Her father was an attorney, her mother a psychologist. Flavia became a successful biologist and laboratory technician involved in research. After becoming financially independent, she decided to move from Brazil to the U.S. While here, Flavia developed a rash, which no doctor could treat. She became interested in alternative medicine and became an acupuncturist. She practices in Sherman Oaks.

Mike Rocco delivered a riveting speech about joint ventures and his employer, Countrywide Home Loans.

March 2, 2006

Tom Carey, CTM, led off with Table Topics questions about current events.

Ms. Heather Hoffman presented her first speech, The Ice Breaker, titled "Inspired By Survivor."

Flavia gave her second speech called "Alternative Medicine."

Announcements

Toastmasters Dues: Treasurer Peter Bunce will collect \$33.00 dues from individuals who wish to remain members of Salesmastery 6178 during the April to September 2006 semiannual period.

Congratulate Our New Officers: Our club elected **Mike Rocco** our new Vice

President Membership and **Aaron Galuppo** our new Vice President Public Relations.

Area A13 International Speech Contest takes place On Saturday, March 11, 2006. Contestants are sought for the Evaluation and International Speech Contests. Anyone interested in partici-

pating please speak to **Peter Bunce** or **Ron Coyne** for the details.



Be A Winner!

My Ice Breaker Experience

by Flavia Gibin Villela

I recently gave my first speech at my Toastmasters club meeting. Presenting speeches is what I need for my career and personal development. Speaking in front of people not only requires knowledge of our topic, but also demands acceptance of and trust in ourselves. I feel that becoming a Toastmasters club

member will contribute tremendously to my personal and professional growth.

I also feel that the speech evaluation is highly motivational because it highlights positive aspects and what I can improve. I have no time to waste. If I want to be successful both personally

and professionally, I need to learn how to speak in public. Self-expression is a virtue, and I am taking the first important steps toward making my contributions to our world. I know now that good communication will be my key to success in life.

Your Toastmasters Membership Provides These Benefits

Membership in Toastmasters provides many benefits and only costs \$27.00 every six months plus club dues and a materials' fee. Here are just a few of the benefits of membership in our organization.

- A unique means of learning and improving your communication abilities within an atmosphere of fellowship and fun with your Toastmasters club members
- Unlimited opportunities for personal and professional advancement based on improved abilities and expanded experience.
- Experience in leadership development through training and club activities.
- Professionally prepared educational materials on speaking, listening, discussion, parliamentary procedure, audio-visual tech-

niques, and meeting procedures.

- *The Toastmaster* magazine, a monthly publication, provides members with new insights on communication techniques, ideas, and opinions.
- Continuing practice and exposure to sound communication techniques.
- Increased Confidence, the ability to organize logical thoughts and present it with self-assurance, and a better understanding of human relations.
- Affiliation with an internationally renown educational organization.

We ask our members to promote, share, and increase the benefits of Toastmasters. Here is how it is done.

- Help fellow members develop their communication and leadership

abilities as we develop our own.

- Maintain Toastmasters International's excellence standard in programming and administration.
- Provide leadership in the club at every opportunity.
- Apply our Toastmasters experience to take an involved role in community and business affairs.
- Share our Toastmaster experience and tell others about our program by inviting them to visit and join.
- Make Toastmasters meetings enjoyable and worthwhile by projecting our Toastmasters image in everyday business, social, and community situations.

Visit <http://www.toastmasters.org/> or <http://www.salesmastery6178.com/> or call 818-908-9915 to find out more about joining our Toastmasters club!

The Mission of Toastmasters International

Toastmasters International is the leading movement devoted to making effective oral communication a worldwide reality.

Through its member Clubs, Toastmasters International helps men and women learn the arts of speaking, listening, and thinking - vital skills that promote self-actualization, enhance

leadership potential, foster human understanding, and contribute to the betterment of mankind.

It is basic to this mission that Toastmasters International continually expand its worldwide network of Clubs, thereby offering ever-greater numbers of people the opportunity to benefit from its programs.

The mission of the Toastmasters Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which in turn foster self-confidence and personal growth.

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Members' contributions are sought.

Salesmastery 6178 meets every Thursday at 7:00 p.m. at the Sherman Oaks Galleria Community Room. It is one of five Toastmasters clubs within Area A13 (the mid-San Fernando Valley), Division A, District 52, Region II of Toastmasters International.



We're on the Web!
www.salesmastery6178.com

This issue of *Salesmastery Shahin* is available here:
<http://www.salesmastery6178.com/news/>

Events Information

February and March: Members pay \$33.00 dues for the April – September 2006 semiannual period.

February and March: Toastmasters International's "Talk Up Toastmasters" program can provide our club with a decorative ribbon for our banner if our club brings in five new members during these two months.

March 11 (SA): Areas A12 and A13 will hold their Evaluation and International Speech contests at the Westfield Mall in Sherman Oaks.

March 25: Last day for members to pay semiannual dues on time.

April 8 (SA): Division A Contests.

May: Club nominations committee is formed and meets to nominate club officers for next term. Club holds elections on or before May 22.

May 20 (SA): District 52 Spring Conference.

June 23 and 24 (FR & SA): Region II Conference, Honolulu, Hawaii.

June 30: New club officers' list due at Toastmasters International; Distinguished Club Program Year ends.

Toastmasters International

Making effective communication a worldwide reality.

The Rise Of The Phoenix

My copy of *Webster's New International Dictionary of the English Language*, Second Edition (1935), defines a phoenix as "a successor of something reduced to ashes." That is where its meaning starts, but it doesn't end there.

According to Mary R. Lefkowitz, Ph.D., Professor of Humanities, Wellesley College, "The phoenix was a fabled bird in Greek mythology... It had brilliant gold and reddish-purple feathers, and was... larger than an eagle. At the end of each life cycle, the phoenix burned itself on a funeral pyre. Another phoenix then rose from the ashes with renewed youth and beauty... Its dramatic rebirth from its own ashes made it a symbol of immortality and spiritual rebirth."

The phoenix was a metaphor for the setting sun in the west followed by the morning's rising sun. The setting sun disappears in a brilliant flash; the rising sun reappears in another brilliant flash. Just like the phoenix, the struggling Toastmasters club can be transformed; however, a special flash of brilliance in the club is required. Members of an old club must be willing to transform into a new club. Preparation is required. If the meetings consistently meet the highest standards of quality, guests will eventually want to become members.

If a club wants to grow, it needs to make itself appealing to guests. The members need to make a

by Peter Bunce, DTM

conscious effort to accommodate the prospective new members. Make the guests feel like celebrities. Ask them to give the club the honor of signing the guest book. Furnish them with adhesive badges with their names printed on them. Introduce them to club members. Acknowledge them at the start of the meeting. Find out in advance if they are willing to participate in Table Topics; do not pressure them if they wish to decline. Ask them for comments at the end of the meeting. Invite them to join, furnish them with membership applications, and ask for a check. Encourage them to attend the next meeting.

At the next meeting, ask the applicants to read the Toastmaster's Promise. Excuse them from the meeting room and have the members vote on admitting the applicants to the club. If the members approve, bring the applicants back and have a club officer induct them into the club.

A club has to go much farther than that. It requires the members to alter the club's routine. Avoid Table Topics questions that might intimidate the guests or make them feel uncomfortable. Instead of giving regular speeches from the *Communication and Leadership Program*, it might be better to deliver presentations from Toastmasters International's *The Better Speaker Series*. Guests will appreciate tips on impromptu speaking, speech organization, or evaluation. A good idea is to cut up one of these paragraphs by paragraph and ask club members to read each paragraph in turn. Guests can also be invited to participate if they wish.

Make your club an informative and enjoyable experience for your guests. Before you know it, your club will arise with renewed youth and beauty. Like the legend of the phoenix, your club will experience rebirth and the dawn of more great adventures in Toastmasters!

